

# **Department of Community and Economic Development**

## **Economic Development Committee Meeting**

**January 10, 2005**

**4:00 p.m.**

**4<sup>th</sup> Floor Conference Room 4A**

**City Hall**

**777 B Street**

**Hayward, CA 94541-5007**

## **A G E N D A**

**Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

- 1. Call to Order**
- 2. Approval of Minutes (December 6, 2004)**
- 3. Economic Development Activities Update for December**
- 4. South Hayward BART Station**
- 5. Committee Member Announcements**
- 6. Adjournment**



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**ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING MINUTES  
DECEMBER 6, 2004**

**CALL TO ORDER:** Chair Mullins called the meeting to order at 4:10 p.m.

**ATTENDANCE:**

Committee Member	Present 12/06/04	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Timothy Barrow	<b>no</b>	4	1	4	1
Mayor Cooper	✓	5		5	
Council Member Ward	✓	3	2	3	2
Council Member Dowling	✓	5		5	
Ed Mullins (Chair)	✓	5		5	
Joel Peña (Vice Chair)	✓	5		5	
Lisa Ringer	✓	3	2	3	2
Kenneth Gibson	✓	5		5	

**OTHERS ATTENDING:** Jesús Armas, City Manager  
Sylvia Ehrenthal, Director of Community & Economic Development  
Sally Porfido, Economic Development Specialist

**PUBLIC COMMENT:** None

**APPROVAL OF MINUTES:** The minutes of November 1, 2004 were approved.

**ECONOMIC DEVELOPMENT ACTIVITIES UPDATE FOR NOVEMBER:**

Staff provided site assistance to Granite Rock in Watsonville. They are looking for a heavy industrial site on a minimum of 10 acres on rail in the East Bay. Granite wants to purchase or lease another facility in the Bay Area. They would be receiving construction aggregates, manufacturing ready-mix concrete and asphalt and recycling concrete and asphalt rubble.

Staff completed the \$100,000.00 Small Business Revolving Loan documents and they were signed by Alice Nguyen. This loan will assist her in purchasing new equipment and provide working capital for her new Vietnamese Restaurant to open by April 2005.

Staff attended Capio Workshop in Vacaville on Strengthening the Local Economy. Two sessions were presented: 1. Protecting our Local Funding, and 2. Role of Marketing and Public Information in Economic Development.

## **MARKETING THE CITY OF HAYWARD**

Ms. Ehrenthal reviewed the variety of marketing materials distributed by the City Of Hayward over the past several years. The materials were presented in a variety of formats serving to inform local residents and businesses about the City services available to them, and materials designed to attract businesses to the City of Hayward by acquainting them with the advantages to be derived by locating here. The brochure entitled “Hayward: Facts, Fiction, Faults & Firsts” constitutes the City’s most ambitious and expensive effort at business attraction materials. This piece continues to be sent out to those who request information about the City, however, it needs to be updated as many of the companies have changed and it does not include the many of the more recent changes in the downtown area.

This was followed by a series of four-color advertisements in the San Francisco Business Times Book of Lists which touted specific advantages of locating in Hayward, such as exceptional quality and unlimited supply of our Hetch Hetchy water.

More recently, the Recent Redevelopment Activities handout has been used to update residents and businesses requesting information.

Councilmember Ward asked what we have on the City Of Hayward web site for business marketing, as it would be a good idea to have business information on the web site. Ms. Ehrenthal will look into it.

Ms. Ehrenthal reviewed the items in the folder given out to new residents that includes City Of Hayward Community Guide, Things To Do in Hayward, Downtown Business Guide (put out by Downtown Hayward Business Improvement Area), and various brochures about City services.

Chair Mullins asked if the City has Chamber directories and new maps. He also mentioned that the Downtown Directory is good as it lists every business whether they are a Chamber member or not. Councilmember Dowling suggested that the Downtown Directory be updated every year. City Manager Armas requested staff and B.I.A. look into updating the directory.

Ms. Ehrenthal stated that the Hayward Facts, Fiction, Faults & Firsts brochure was designed to showcase Hayward as a diverse community with lots of opportunities for both residents and businesses. Also, to advertise that the City is home to a huge industrial base and has good natural resources.

The Committee consensus is that the City Of Hayward needs to focus on updating marketing materials within budget constraints and remain aware of who we are trying to attract, such as biotech firms and more office users.

## **COMMITTEE MEMBER ANNOUNCEMENTS:**

Council member Dowling informed the Committee of an upcoming “Yes to CSUH” Parade on Saturday, December 18 beginning at 10 am on B Street and Foothill Boulevard and invited Committee members to attend and show support for retaining the name Cal State University Hayward

**ADJOURNMENT:** Meeting was adjourned at 5:10 p.m.